

As a Mass communication instructor at Santa Rosa Junior College, I find Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary (days before the election) as a clear example of the dangers of media consolidation.

As I inform my students, Sinclair, like other broadcasters, uses the public airwaves free of charge, and is obligated by law to serve the public interest.

When large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy.

Sinclair's decision removes it from serving the public interest and into the sphere of political advocacy.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve

more than a returned postcard. Thank you.